

## BALANCE SHOP STOCKS

Wise Pros Study Price Range to Prevent Members From Buying "Out of Bounds"

By A. C. LINK

Wilson Sporting Goods Co.

CULTIVATING member interest on equipment purchases and inducing them to patronize the pro, requires careful planning on the part of the professional who competes with downtown bargain merchants, who have cut into pro shop profits. A number of thoughtful business professionals have proved to themselves that crying and fretting to the members about what the local store has done or will do to potential shop sales is not only a costly, but destructive method of counteracting such business practice. Such reference on the part of the pro seems to act as a stimulant to member bargain-hunters to satisfy their desires and come straggling into the clubs during the early selling season with merchandise that accentuates the aggravating condition wherein the pro must suffer the loss on such sales.

The keen business professional who has given time and thought to the question, "why do my members shop downtown?" realizes there is a danger far greater than the loss through downtown member purchases. He has discovered that customers making purchases not available in the pro shop have satisfied themselves downtown even though these members realize the resentment on the part of the professional through such outside purchases. Consequently they use every precaution afterward to avoid the pro shop, and in many instances, even the professional himself. That is only natural, as every member appreciating the pro's shop revenue is the foundation of his professional livelihood, is naturally inclined to keep outside purchases secret. When that happens, it means a lost customer and the possibility of others going the same route. How to counteract this member bargain desire present the important issue.

The keen business pro has solved the problem with encouraging results by featuring certain bargains in clubs, balls and bags. These make his shop the center of member buying interest, and re-cultivate the patronage of former store bargain hunters into supporting pro shop volume. While I do not in any way advocate display of obsolete or low priced merchandise as a means to

## NOTICE to the PRO:

Up to now, golf ball covers had to be baked on under high-heat. Because heat *wilts* windings and makes covers *brittle*, fortunes have been spent seeking ways to avoid heat.

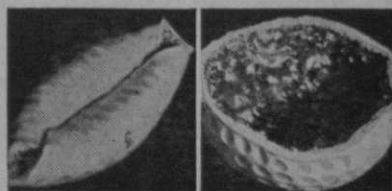
Now, Penfold announces he has licked the problem. By his new Chemo-welding process he *shrinks* covers on COOL — *chemically!*

WITH THIS MAGIC RESULT:

*Thin covers now become as tough as the toughest!* In fact so tough we put them on Penfold 50c and 35c balls. The cool process makes balls yards longer. For the first time, even duffers can play thin, championship type balls for 2 rounds at least.

The new Penfold '75', the Penfold '50' and the Penfold 'Racer' (3 for \$1) have the new *tough-thin*, Chemo-weld cover!

THE  
TIP-  
OFF



"LIVE"

"DEAD"

You can tell whether a cover is "live" (cut-resisting) or "dead" (easy to cut) by the way it comes off the ball. A "live" cover *curls up tight*, because it wasn't 'killed' by heat. A "dead" cover comes off open as a clam shell — brittle with no tendency to curl.

Write for descriptive price list!

PENFOLD GOLF BALLS INC.

New York: 67 W. 44th St. Chicago: 218 S. Wabash Ave.  
Cleveland: 2000 W. 14th St.  
Los Angeles: Jack Schaefer, Inc. 730 S. Grand Ave.

Only Penfold is PRO-ONLY!

# GREAT GOLF BALLS

- plus a strong advertising campaign
- plus exclusive distribution through P. G. A. members' shops . . . . .

will make money and keep customers for good business-man professionals this year.

Only P. G. A. members can sell P. G. A. balls. If you are not a P. G. A. member and are a good pro qualified for membership you had better look into *all* the reasons why you should be a P. G. A. member now.

For complete details of the requirements and advantages of P. G. A. membership consult any sectional P. G. A. officers or write direct to headquarters.

## PROFESSIONAL GOLFERS' ASSOCIATION OF AMERICA

General Headquarters: First National Bank Building, Chicago

satisfy this "something for nothing" member buyer desire, I do believe in a smartly set-up shop with good, up-to-date merchandise predominating. This unquestionably is the greatest selling asset the pro can have. Yet, I maintain, equipment representation must be such that a customer's buying whims can be reasonably reconciled, and that a three- or four-for-a-dollar ball, cheerfully sold and occasionally recommended for certain conditions, has the direct possibility of a subsequent sale at the 75 cent golf ball price level. Even the tightest dub thrills with the feeling of a sound wallop into a top grade ball, and is therefore a potential prospect not only for a better golf ball, but better golf equipment throughout. But, we must not lose sight of the fact that his bargain instinct commands him at times to buy some item of cheap equipment.

Holding members' interest is the important factor, and the pro must cultivate all members' desires for the better things in golf, whether it be equipment, advice, instruction or friendly conversation. Such activity makes it possible to keep closer in touch with the players' changing desires. Therefore, what better opportunity presents itself than to so plan your shop display of equipment that both man and woman member buying interest in your shop is always steadily on the increase? Make sure they come in and get acquainted with what you have to offer for their convenience, and avoid any possible inference that a visit to your shop obligates them in any way to a purchase.

The greatest natural golf equipment outlet is within your own reach. Why let the downtown merchants outsmart you?

■ THERE'S PROFIT IN THIS SERVICE ■

**GRIP-RITE**  
**SHU-SPIKES**

PROS. prefer GRIP-RITES because

- easily, quickly inserted or removed.
- Can be fitted to any shoe ● 8 sizes
- flat or pointed ● self-selling service that brings profit and good-will.

PREVENT SLIPPING

■ LOOK FOR OUR LABEL ON THE BOX ■

50	"GRIP RITE"	3
<b>SHU-SPIKES</b>		
Made Solely by North & Pfeiffer Mfg. Co. Hartford, Conn., - U.S.A.		